



# Sports Awards Event Sponsorship Policy

<b>Reference Number:</b>	4.40
<b>Type:</b>	Council Policy
<b>Category:</b>	Environment & Open Space
<b>Relevant Community Plan Outcome:</b>	<ul style="list-style-type: none"><li>• In our City no one gets left behind; everyone has access to quality resources, services, programs, information and social infrastructure to fully participate in their community</li><li>• People learn throughout their lives; they have skills and abilities to achieve great outcomes for themselves, their families and the opportunity to become leaders in their communities</li></ul>
<b>Responsible Officer(s):</b>	Manager, Open Space, Recreation & Property
<b>First Issued/Approved:</b>	6 July 2020
<b>Minutes Reference:</b>	CoS 04/07/2022, Item 4.23
<b>Last Reviewed:</b>	July 2022
<b>Next Review Due:</b>	July 2024
<b>Applicable Legislation:</b>	Volunteer Protection Act 2001 Volunteer Protection Regulations 2004 Local Government Act 1999
<b>Related Policies:</b>	Volunteer Policy
<b>Related Procedures:</b>	

## 1. Purpose

The City of Charles Sturt recognises and values the role of organisations in contributing to the support and development of its diverse community, including the recognition of our local sporting club volunteers. The aim of this policy is to guide and ensure the administration of sponsorship activities for Council's Sports Awards event is transparent and follows best practice principles of corporate governance, as detailed in this documents Policy Statement. The policy will enable external Sponsorship of the City of Charles Sturt Sports Awards event by approved sponsors (approached by or to Council).

## 2. Scope

The policy is intended for use by the Open Space, Recreation & Property Business Unit to guide the selection and administration of event sponsorships (monetary or in-kind) received by Council in support of the Sports Awards volunteer recognition program. All sponsors will be associated with relevant industry peak bodies and/or prioritised (wher possible) from organisations local to the City of Charles Sturt.

### 3. Policy Statement

All sponsorship acquisition by the City of Charles Sturt for the Sports Awards Event will be considered through the established policy conditions outlined below. Sponsors must align to the City's Community Plan and add value to the community and the event.

#### **Policy Conditions - Sport Awards Sponsorship**

- a) Council must use the sponsorship funds for the sole purpose intended in the sponsorship agreement.
- b) The value of the benefits package detailed in a sponsorship agreement should be commensurate with the level of financial and/or in-kind support.
- c) Council must ensure that sufficient resources are available and allocated to the delivery of all benefits as detailed in signed sponsorship agreements with the City of Charles Sturt.
- d) There should be no real or apparent conflict between the values, objectives and ethical standard of the Council and those of the sponsor. Council staff seeking sponsorship are responsible for undertaking adequate research and due diligence to minimise the risks to Council in relation to a sponsorship agreement with a company that may result in an inappropriate association being established and reputational damage to the Council.
- e) Council will not accept sponsorship from tobacco or tobacco related companies, companies whose services or products are dangerous to health, and alcohol companies where the sponsorship is directly related to youth sporting activities and recognition.
- f) Council will not accept sponsorship from companies where there is a conflict of interest, or a perceived conflict of interest, including companies associated with land development.
- g) Council, at their discretion, has the absolute right to refuse sponsorship if it believes the company and/or the company's objectives might conflict with Council's social responsibilities.
- h) Sponsorship, and sponsorship agreements, with the City of Charles Sturt should not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions fully or impartially, or impose any liability on Council in respect of the conduct of the activity or project being sponsored.
- i) There must be no suggestion that either explicitly or implicitly that any individual, organisation or company will be given any favourable or special treatment as a result of providing sponsorship support to Council. Council will enforce all and any processes as set out in its policies and regulations.
- j) No official, elected representative, employee or agent of Council is to receive, or solicit, a personal benefit from a sponsorship agreement with Council.
- k) The sponsor of the Sports Award event may not claim through implied or explicit means that Council endorses the 'product' or company.
- l) Council must not seek nor accept sponsorship from organisations or individuals who are, or may be, subject to inspection or regulation by Council during the period of the sponsorship agreement.
- m) All sponsorships with the City of Charles Sturt must be formalised with a signed written agreement approved by Council.

It is intended that relevant local sporting and peak industry sporting bodies will initially be approached and targeted for potential interest and involvement. This approach has a precedent and is similar to the way that sponsors are currently engaged, integrated and facilitated for Council's Westside Film Festival as outlined in the following links; [www.westsidefilmfestival.com.au/sponsors](http://www.westsidefilmfestival.com.au/sponsors); [www.westsidefilmfestival.com.au/categories-prizes](http://www.westsidefilmfestival.com.au/categories-prizes)

Further promotion of sponsorship opportunities and benefits will be promoted on Council's Sports Awards web page to help attract additional interested local businesses.

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**4. Definitions**

Key Term – Acronym	Definition
N/A	N/A